



NATIONAL SENIOR CERTIFICATE EXAMINATION
MAY 2022

TOURISM
MARKING GUIDELINES

Time: 3 hours

200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

QUESTION 1

- 1.1 Unforeseen event – Covid-19 pandemic/Coronavirus pandemic.
- 1.2 Any TWO
- natural disasters
 - economic recession/crash
 - transport accidents.
- 1.3
- Massive drop in tourism volumes
 - Loss of income/foreign exchange
 - Loss of jobs
 - Currency devaluing
 - Drop in foreign investment
- 1.4 Candidate's response is personal, with valid reasons provided to support the answers (e.g. **yes**, they should because they are being taken care of, being provided with all the necessary care and attention so that, despite the inconveniences this situation may cause, they are taken care of in the best way possible, their family members at home are also being protected, should have checked travel advisory when selecting a destination, should have chosen a safer destination, were being reckless, stops unnecessary travelling from high-risk countries. Protects health-care workers and might relieve strain on health-care system. Protects other citizens. **OR no**, people might not be able to afford the package as they might have lost jobs due to pandemic. Delays movement of business. Delays possible medical attention or visiting families etc. tourists did not deliberately go out of their way to become infected, it may cause even more hesitancy to travel and affect tourism even more detrimentally.)
- 1.5 Any THREE
- Wear a mask.
 - Sanitise regularly.
 - Social distance. Avoid crowded places.
 - Wash hands often.
- 1.6
- 1.6.1 $£1\ 750 \times 19,7259 = R34\ 520,33$
- 1.6.2 (a) $€1\ 750 \times 17,0221 = R29\ 788,68$
- (b) The package quoted in euro is cheaper (Bristol)
- 1.6.3 (a) BBR (bank buying rate)
- 1.6.3 (b) Bank buying rate is the rate at which the bank buys foreign currency from the tourist.
- Bank selling rate is the rate at which the bank sells foreign currency to the tourist, is usually higher than the BBR.

- 1.7 The rand is measured against major foreign currencies and when they are valued higher than the ZAR (and will benefit international travellers visiting South Africa as they will get more rands for their currency and have more spending money) the rand is said to be weak. The rand is measured against foreign currencies and when they are valued lower than the ZAR (and will discourage international travellers from visiting South Africa as they will get less rands for their currency and have lower buying power) the rand is said to be strong.

(The same would apply should South Africans travel to other destinations in the world).

- 1.8 Any TWO with an advantage for each
- EFT – electronic funds transfer – fast and convenient, reliable, and secure.
 - SWIFT – telegraphic transfers – good in an emergency and secure.
 - Bank drafts – can be replaced if stolen.
 - Internet payments – fast and convenient.
 - Foreign bank notes (cash) – accepted everywhere, convenient, good for expenses such as taxis and street vendors, etc.
 - Credit cards (Visa, MasterCard, American Express, Diners Club). Ease of use, encrypted to avoid fraudulent use, no cash is necessary – more secure.
 - Traveller's cheques – refundable if lost or stolen, valid until used and do not expire, no commission if cashed at a representative or official office.
 - Preloaded foreign currency debit cards (cash passport card, travel wallet and international travel card) – safe, PIN protected, convenient, gives access to money in the local currency anywhere in the world.

QUESTION 2

- 2.1 19:20, 11 October + 15 hours flying time = 10:20 + 1 hour
= 11:20, 12 October/next day (in SA)
- 2.2 There are 10 hours (+1 DST) difference between the two places. 23:30, 12 October in Sydney (+11 with DST) minus 11 hours,
= 12:30, on 12 October in London
- 2.3 Any THREE
- Upset in biological clock,
 - may affect business across international borders during those times, affects travel arrangements where travellers do not take this into consideration
 - may lead to exhaustion and disorientation,
 - leading to more accidents if the traveller is not alert.
- 2.4 Red channel – When someone needs to declare a large sum of money or other items, one must do so in the red channel.
- 2.5 He is not likely to experience jet lag because he has not travelled through more than three time zones, so his body clock will not be interrupted.

- 2.6. Any FOUR valid points
- Good communication skills.
 - Outgoing.
 - Versatile, approachable.
 - Good product knowledge. Passion for tourism.
 - Good people skills.
- 2.7 A career path is the steps an employee takes to grow in a career to increase job satisfaction. A career path is a sequence of jobs that leads to your short- and long-term career goals.
- 2.8
- Identified career,
 - training,
 - duration of course of study,
 - entry-level position,
 - in-service training,
 - goal setting and achieving the goal (top-level position).

QUESTION 3

- 3.1 Taking a vacation or holiday in one's home or supporting local guest houses and hotels. Supporting domestic tourism.
- 3.2 TWO valid points
- Advertising local hotels and bed and breakfasts.
 - Advertising events held where people stay.
 - These destinations are promoted by highlighting the comfortable nature of local places, the close proximity to home and medical assistance (tourists will feel safer, less exposed to risk).
- 3.3 Any TWO valid responses
- Risk of exposure to the virus,
 - possibility of becoming ill while on holiday,
 - having to isolate or quarantine if exposed,
 - the increased cost of the PPE,
 - vaccination dangers and costs.
- 3.4
- Forex is an income that adds to our economy, not merely existing money circulating in the economy.
 - It ensures economic and community growth,
 - the demand for services and goods increases, which stimulates employment creation.
 - If tourists are guaranteed safe travels, will be more likely to come to SA, therefore it is a priority to keep foreigners safe and inbound.
 - This could lead to foreign investment, good word of mouth.
 - Local jobs protected.
 - Helps to build infrastructure, sustainability of businesses contributes positively to the GDP.
 - Less tourists would have the reverse affect.

- 3.5 3.5.1 An endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period in a country. Outlines purpose of travel.
- 3.5.2 A certificate attesting a person's good health, sometimes required when travelling between states or countries.
- 3.5.3 An international driving permit is a translation of your national driver's licence. The IDP allows motorists to drive vehicles in foreign countries. You must always have your IDP with your national licence.
- 3.6 3.6.1 South African brand logo.
- 3.6.2 Encouraging tourists to visit South Africa as a new/potential destination. Implies that South Africa is place where we innovate and come up with new ideas to solve problems, new and exciting destinations, authentic and original tourism.
- 3.6.3 Any TWO
- Cost effective,
 - have a captive target market,
 - face to face with potential customers,
 - builds relationships,
 - generates sales.
- 3.6.4 Any ONE correct answer
- Africa's Travel Indaba – Durban
 - Getaway Show – Cape Town
 - Travel Expo – Johannesburg.
- 3.6.5 It is a (one per cent of sales) levy collected from tourism businesses with the aim of contributing to the promotion of South Africa as a preferred tourist destination locally and internationally. The TBCSA is responsible for collecting of the levy and administers TOMSA.
- 3.7 Any TWO examples
- Above the line marketing means that the advertising is going to be deployed to a wider audience,
 - usually untargeted, impersonal, contact-less marketing,
 - e.g., television (TVC), radio, or billboards, newspapers, magazines.
- Any TWO examples
- Below the line, means that the advertising is going to target a specific group of potential customers with focus,
 - more personalised contact with audience,
 - e.g., advertising campaigns include direct mail campaigns, trade shows, catalogues, and targeted search engine marketing, in-store discounts, promotional sponsorships.

3.8 Any TWO

- Communication,
- staffing,
- personal sales,
- PR,
- printing,
- transport,
- mailing,
- web development,
- event hosting,
- space rental.

QUESTION 4

This question is candidate specific.

- 4.1 Product, price, promotion, place, people, process, and physical evidence. The candidates must mention all seven Ps and the explanation must be clear and concise to be awarded full marks. Specific reference to the candidate's venture must be made, vague and unspecific explanations cannot be awarded full marks. The name and description of the product must be included to establish validity of the marketing plan/mix.
- 4.2 Strengths, weaknesses, opportunities, and threats. Candidate must have considered factors under each of the headings, but not necessarily three points to each heading. 12 good points made, no contradictions between points made in the separate headings.
- 4.3 People/social; planet/environment; profit/economic, but not necessarily four points to each pillar.
- 4.4 Any THREE
Principles of fair trade
- Payment/charging of fair prices for the product or service.
 - Sharing of profits.
 - Respect for human rights, culture, and environment. No child labour, forced or otherwise exploited labour.
 - No discrimination in the workplace
 - such as gender equity, freedom of association, and no form of harassment.
 - Democratic & transparency within the organization.
 - Safe working conditions & reasonable working hours.
 - Investment in community development projects.
 - Environmental sustainability practices.
 - HIV and AIDS awareness.

4.5 Any FOUR good points

- Improved brand image and competitive advantage. Increased productivity and reduced costs.
- Increased business ability to comply with regulation, attracts employees and investors.
- Reduces waste.
- Makes shareholders happy.
- Improves company reputation.

QUESTION 5 CONCEPT MAP**FIVE phases in the formation of a team listed, and an explanation of what happens in each phase provided:**

- **Forming:** When a group is first formed, individuals wait and see what is going on. They are unsure of their role and concerned about how they will fit in. They want to belong to the group, feel accepted, and find out what the task is.
- **Storming:** During the confrontation stage, individuals in a group begin to struggle to establish their place in the group. They may challenge the leadership of the group or the group boundaries. They may also, for the first time, express disagreement or impatience with the task or group process. At first, the leader may wonder why the group, which seemed to be working well, now seems to be in trouble. This stage is healthy because group members feel comfortable and trusting enough to air conflicts that previously had been kept hidden.
- **Norming:** At the working stage, groups have developed methods of dealing with task and process and can work effectively together. People become more tolerant of differences in the group and encourage self-expression. The group can accept and build on one another's strengths, sharing tasks in the most productive way.
- **Performing:** During maturity, the group continues to cooperate to resolve issues and accomplish objectives.
- **Grief/adjourning/terminating,** members examine their performance and working processes. They begin to provide honest feedback which is not always positive and begin to share ideas that might create conflict. They decide whether to approach another project together or go their separate ways.

Importance of identifying a common goal and electing a team leader.

- If group members share a sense of purpose or common goals, they have buy-in, and this motivates each member to work toward the goal. Members feel that they played a role in determining these goals and the methods used to achieve them.
- If the group members recognise each other as human resources, they may be more willing to accept the influence and leadership of members whose resources are relevant to the immediate task.

Argue in favour of a business having a code of conduct by explaining the purpose and value of the code of conduct.

- The code of conduct: (*protects the business*), is a set of rules outlining the responsibilities of or proper practices for an individual, party or business. The code of conduct thus takes the aims and objectives of the organisation into account. The code of conduct contains procedures to follow in certain situations and requires certain behaviours.

Purpose of a code of conduct:

- Spells out the conduct expected from staff in their performance of duties.
- Offers guidance for staff members faced with ethical challenges, reduces confusion.
- Guides staff behaviour.
- Helps businesses ensure that employees act responsibly.
- Protects businesses from lawsuits and ensures good workplace and public relations.
- Acts as a public face for the business, identifying the ethics of the organisation to the outside world.
- Is used as a reference for a business's proposed course of action, or for when this course of action is questioned.

*** Evaluate the benefits of good teamwork to the staff, to the business itself, and to the customers.**

The benefits of teamwork to the team members and the business: the sharing of responsibilities gets the task done in less time; each team member can focus on his/her strengths to the benefit of the task, reduces conflict, builds a sense of camaraderie shared sense of purpose and success when aims are achieved.

Benefits to the business: In a team, you can come up with different ways to get the job done and it will get done quicker than it would if you were doing it by yourself. Good teamwork leads to efficient service, good communication, a positive reputation and increase visitor volumes, increased profits. The goals of the organisation will be achieved more efficiently, and the needs and expectations of the customers will be met. This will give the business a more professional image and lead to positive word of mouth, repeat visitors, increases in numbers of visitors and more profit. This also leads to more bookings made, more contribution to GDP and many more economic benefits.

Teamwork and good service: A group needs to have the same goal or mission in mind, so that all are trying their best to reach that one goal. If just one member of the team has a different agenda, the group cannot function as a unit and there will be mistakes made, or someone will forget to do something. This will lead to the delivery of a service to be interrupted. The customers expect prompt service, consistency, value for money and a professional conduct on the part of the staff. Any person working outside the goal of the team will prevent the customers' needs and expectations being met. They will see this as promises not being honoured, as not getting value for money, they will not trust the service provider and will become angry. They will then tell others about this or post their negative comments on feedback forums such as *HelloPeter.com*. Word spreads very quickly, whether negative or positive and this will cause harm to the reputation of the business. The brand name will be affected, people will stop going to this business and cause the business to lose money. The opposite is also true.

QUESTION 6 EXTENDED WRITING**Characteristics of a successful business:**

- Continue to attract tourists, have a competitive edge: they must be unique in physical characteristics, i.e., wildlife, community attraction and built attractions. They must be distinct in image and different in comparison with other destinations.
- Diversity of attractions – must provide diverse natural attractions as well as artificial attractions, e.g., landscapes, wildlife, flora and fauna, museums, amusement centres, entertainment centres, cultural and ethnic attractions and built environment. Provide for the needs of tourists.
- Meet the interests of the tourists: Presence of product development strategies for consumption – it must have developed product to be consumed by tourists and must satisfy their needs.
- Accessible – it has to provide various means and modes of transport and transport infrastructure, as well as disability access, age-related accessibility, gender, race, cultural accessibility, information access, in order to link tourists to destinations/attractions.
- Are well maintained.
- Provide a safe experience for tourists.
- Fully booked – are often difficult to get into because of popularity.
- Actual number of visitors exceeds the target number of visitors.
- Repeat visits – people keep coming back.
- Income generated (profits) exceeds target figures.
- Positive impact on local community and environment: The presence of conservation efforts for future sustainability – must have authority to plan and conserve natural resources and create protected areas like national parks and reserves in order to facilitate their present and future use and benefiting community.
- Proximity to other nearby destinations – must be interlinked by being close to other destinations to complement the wholesome tourism experience. This facilitates communications, joint marketing, easy planning, and enhancement of tourists' satisfaction and development of tourism circuit.
- **What professional image means and its importance in maintaining a good brand image** – a professional image gives the impression that businesses know what they are doing, are experienced and expert in their field. This creates a sense of authority and leads to trust. Trustworthy businesses attract more attention than untrustworthy ones. New customers are more likely to come to you when you have a professional image. At the same time, previous customers are more likely to return as well. This has a knock-on effect in that it can influence sales and improve your profit margins, create a competitive edge.
- **Ways/examples in which the company can promote their image** – use of marketing and promotional techniques that are appropriate to your target market, budget and reach. Above and below the line, or through the line (a combination of both). Use sponsorships, collaborative advertisement (partnerships), improve the professional image with regard to staff, web design, physical appearance, service policies, environmental policies, awards and recognition, evaluate logo/slogan/name, product packaging.

Analysis of the need for customer feedback and suitable recommendations on how to obtain feedback.

- Customer feedback is knowledge, knowledge is power, and that's what's needed to make a success of business. Feedback can be used to grow the business:
- It's important to respond to customer feedback, both good and bad. Acknowledging favourable feedback will make customers feel appreciated. Responding to negative feedback in a constructive and positive way will provide reassurance that customers' views are valued.
- Analysing feedback regularly must become part of the business routine.
- Train staff to handle both positive and negative comments.
- Recognise and reward staff and customers.
- The business owner can use feedback to market the business.

Encourage existing visitors to leave reviews of your business, provide links to TripAdvisor and your social media pages.

Comments cards, questionnaires and suggestion boxes can be a great way of getting feedback. QR codes can provide a fun and interactive way for users to provide feedback on the move. The QR code can be linked to the company's website or social media channels for the best results.

Electronic devices such as Handheld PDAs (personal digital assistant) allow businesses to set specific questions and can be a useful tool for measuring customer satisfaction at the time of visit.

Face to face: encouraging staff to ask specific questions on new products and services that you have introduced costs nothing, and the resulting feedback can be invaluable in helping you to make any necessary 'tweaks'. Staff can also signpost to formal feedback channels and encourage customers to leave online reviews.

Visitors can be encouraged to share their views on social media channels or travel review sites such as TripAdvisor and make it easy for them to do so by providing links to the websites.

Facilitated focus groups can be an effective means to assess customer views and perceptions about a particular experience or destination.

Mystery shopping services, whereby they will engage consumers from a variety of backgrounds to visit a business and provide an assessment of the services offered.

What is meant by service delivery in terms of customer needs and expectations; value for money; good product knowledge; customer service policy and the long-term benefits of these to the business.

Needs and expectations –

- Consistency: same quality of service, no matter who the customer is.
- Reliability: where the quality and level of service is consistent
- Assurance: knowledge and courtesy of staff and their ability to convey trust and confidence
- Tangibles: the organisation's physical facilities, equipment, and appearance of staff
- Empathy: the degree of caring, individualised attention that the organisation's staff provide to its customers
- Response time: the willingness of staff to help customers and provide prompt service

Importance:

- It's important to respond to customer feedback, both good and bad. Acknowledging favourable feedback makes customers feel heard and appreciated, provides reassurance that customers' views are valued.
- Recognise and reward staff and customers. If particular members of staff are highlighted as offering exceptional customer service, make sure you acknowledge this. Customers also feel rewarded when they are listened to.
- Feedback can be used to market your business. If you receive positive comments from visitors, shout about it on your website and social media pages. It will all help to 'build the buzz' about your business!
- Use customer feedback to help build a customer relationship, remember, it's nine times more expensive to attract a new customer than it is to keep an existing one.
- Assessing customer views and perceptions about a particular experience or destination helps to improve your service and meet customers' needs. You can find out what you are doing wrong and can put a plan in place to fix it).
- It gives you a competitive edge.
- Attracts new customers by providing better products and services.
- Improves customer loyalty.
- Generates more repeat business (i.e., customers return, come back to you).
- Improves your business reputation.
- Increases referrals from customers (good WOM – word of mouth).
- Identifies and deals with problems in your business at an early stage.
- Improves employee morale; staff are happier.

Strategies to improve staff performance and benefits of these to a business and its staff in the long term: Institute training programs. Cover appropriate employee–customer interactions, maintain a positive attitude and go the extra mile to make customers happy (in-service training, professional development).

Performance management: Monitor employees' customer service behaviour. Create a simple rating scale and include list items that describe employees' behaviour, **such as greeting and acknowledging customers, tending to customers immediately, maintaining eye contact** with customers and overall work attitude.

Quality control checks: Measure your company's customer service efforts regularly. Send out questionnaires and surveys to customers concerning recent transactions. Make a list of recurring customer service issues, if any.

Team and peer reviews: Schedule monthly or bi-monthly customer service seminars for employees. Address customer service issues that need improvement (constructive suggestions).

Create a rewards program to motivate employees to improve their interactions with customers, e.g., vouchers, bonus cheques, free weekends, airtime, fuel allowance, free days off for reaching targets.

Impact – improved staff performance leads to better service provision, improved reputation, customer loyalty, competitive edge, increased profits, brand recognition.

Total: 200 marks